



Canada This Month ▶▶

Canadians on the Olympics



Prepared for:

October 2009

Innovative Research Group, Inc. | www.innovativeresearch.ca

Toronto Office

350 Bay Street, 3rd Floor
Toronto ON | M5H 2S6

Main: 416.642.6340
Fax: 416.640.5988

Vancouver Office

1055 West Hastings, 3rd Floor
Vancouver BC | V6E 2E9

Main: 604.662.4022
Fax: 604.684.6024

Montreal Office

1010 rue Sherbrooke Ouest,
Bureau 1800
Montréal, Quebec | H3A 2R7

Main: 514.904.2232
Fax: 514.286.6078

Methodology

- The *Canada This Month* online survey was conducted among current members of INNOVATIVE's Canada 20/20 panel from September 17th to October 1st, 2009 over two waves. The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole.
- Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Ontario population according to Census data to provide results that are intended to approximate a probability sample. INNOVATIVE provides each panellist with an unique url in their invitation so that only invited panel members are able to complete the survey and every panel member can only complete one survey.
- The total study included 3,416 responses eligible for inclusion in our analysis.
- An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of $\pm 1.49\%$, 19 times out of 20, of what they would have been had a representative cross-section of Canadians been polled.



Methodology

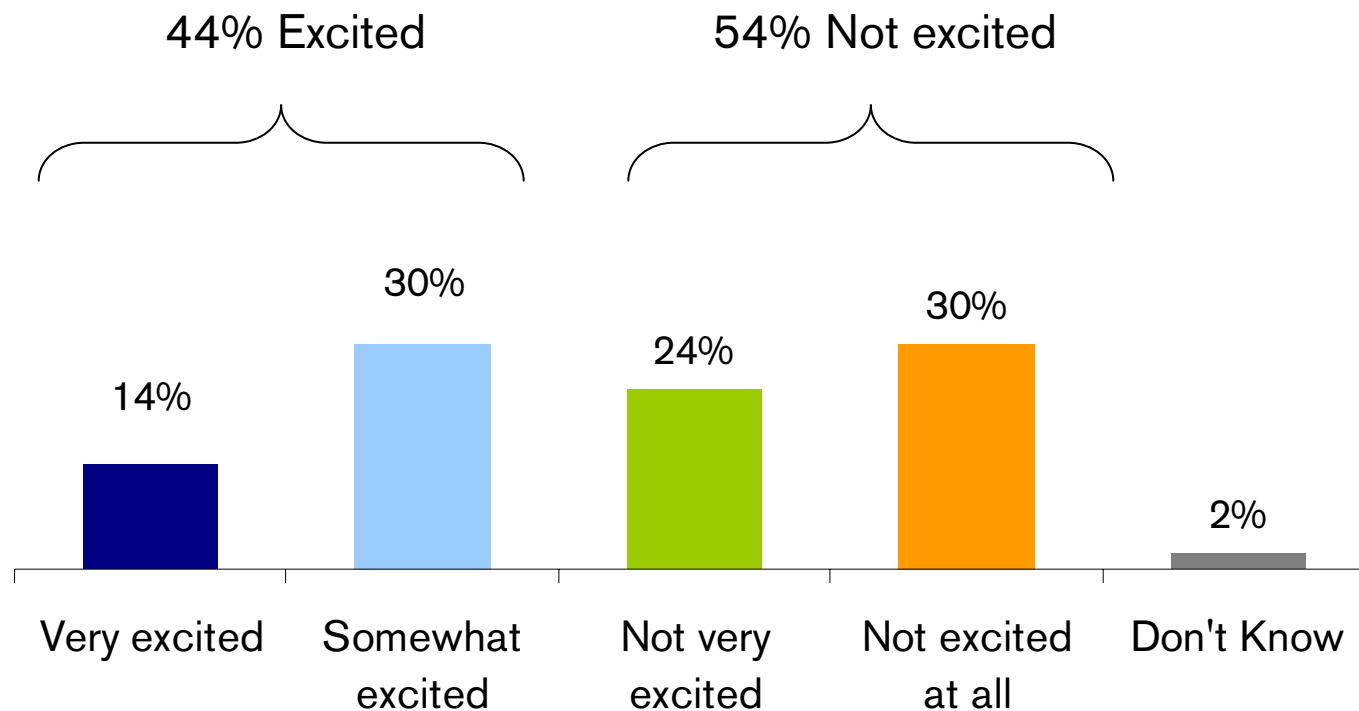
- Responses were weighted by age, sex and region using 2006 Census data from Statistics Canada.
- The sample was divided into 6 regions:

Region	Sample - unweighted	Sample - weighted
Overall	3416	2549
British Columbia	549	347
Alberta	324	248
Prairies	184	162
Ontario	1506	974
Quebec	631	631
Atlantic	222	187



Less than half of Canadians are excited by the Olympics

Q In February 2010, Vancouver and Whistler will be hosting the Winter Olympics. How excited are you personally about the Winter Olympics coming to Vancouver and Whistler? Is that...



n= 2,549

British Columbians lagging behind rest of Canada in Olympic excitement

Q In February 2010, Vancouver and Whistler will be hosting the Winter Olympics. How excited are you personally about the Winter Olympics coming to Vancouver and Whistler? Is that...

	Canada	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Very excited	14%	9%	11%	12%	17%	15%	11%
Somewhat excited	30%	20%	39%	21%	30%	34%	32%
Not very excited	24%	24%	21%	28%	24%	23%	29%
Not excited at all	30%	47%	27%	39%	28%	22%	27%
Excited	44%	29%	50%	33%	46%	48%	42%
Not Excited	54%	71%	49%	67%	53%	45%	56%
Net Excitement	-10%	-42%	1%	-35%	-6%	3%	-13%

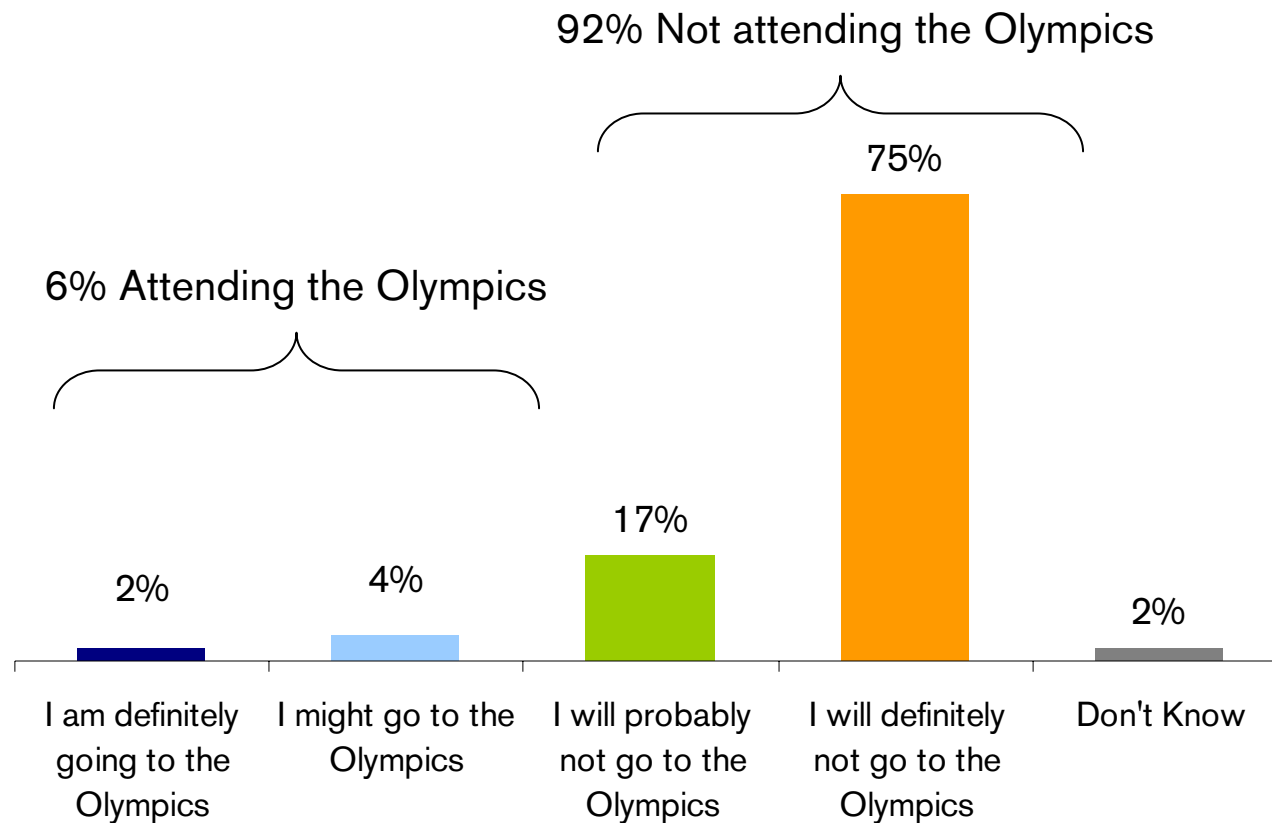


n= 2,549

Note: 'Don't know' (2%) not shown

Six percent of Canadians planning to attend or considering attending 2010 Olympics

Q Do you plan to attend the opening ceremony, the closing ceremony or some of the Olympic sports events this winter?



n= 2,549

Fifteen percent of British Columbians planning to attend or considering attending 2010 Olympics

Q Do you plan to attend the opening ceremony, the closing ceremony or some of the Olympic sports events this winter?

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
I am definitely going to the Olympics	6%	1%	1%	1%	1%	0%*
I might go to the Olympics	9%	6%	5%	3%	1%	0%*
I will probably not go to the Olympics	17%	31%	11%	17%	15%	16%
I will definitely not go to the Olympics	66%	60%	83%	77%	80%	81%

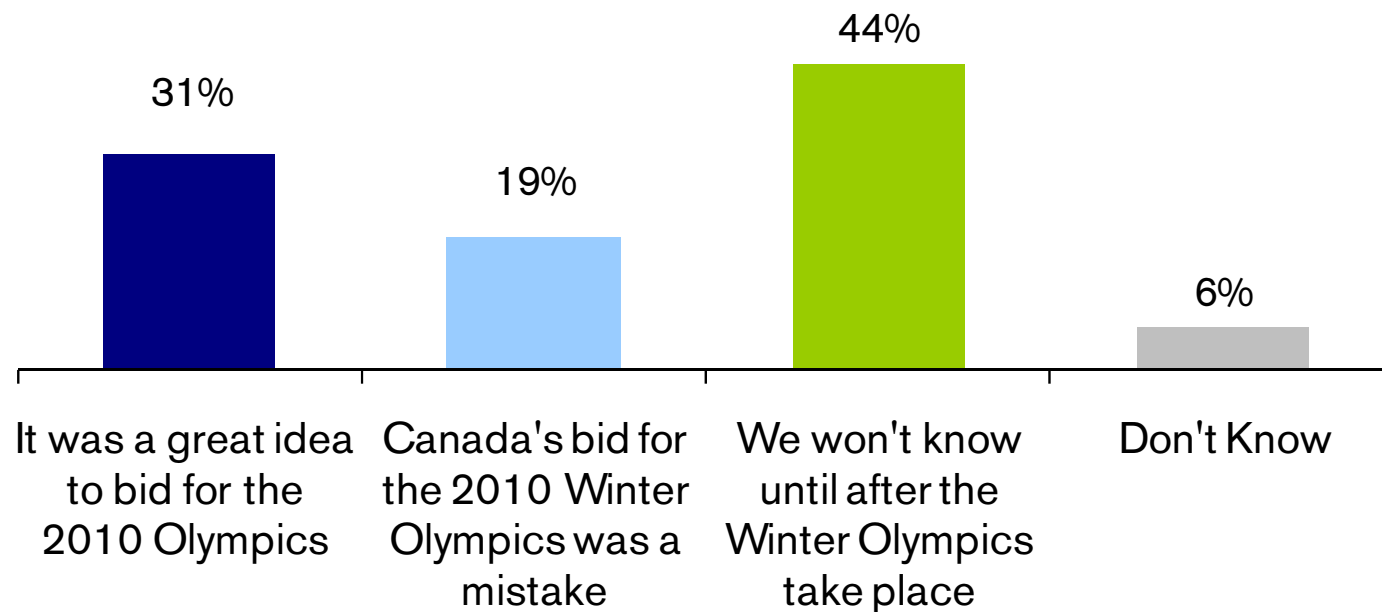


n= 2,549

Note: 'Don't know' (2%) not shown

Almost half do not have an opinion until after the Olympics

Q Based on what you have read, seen, and heard about the benefits and costs of the Olympics, which of the following statements best reflects your view as of today:



n= 2,549

British Columbians twice as likely as rest of Canada to view Canada's bid for the 2010 Olympics a mistake

Q Based on what you have read, seen, and heard about the benefits and costs of the Olympics, which of the following statements best reflects your view as of today:

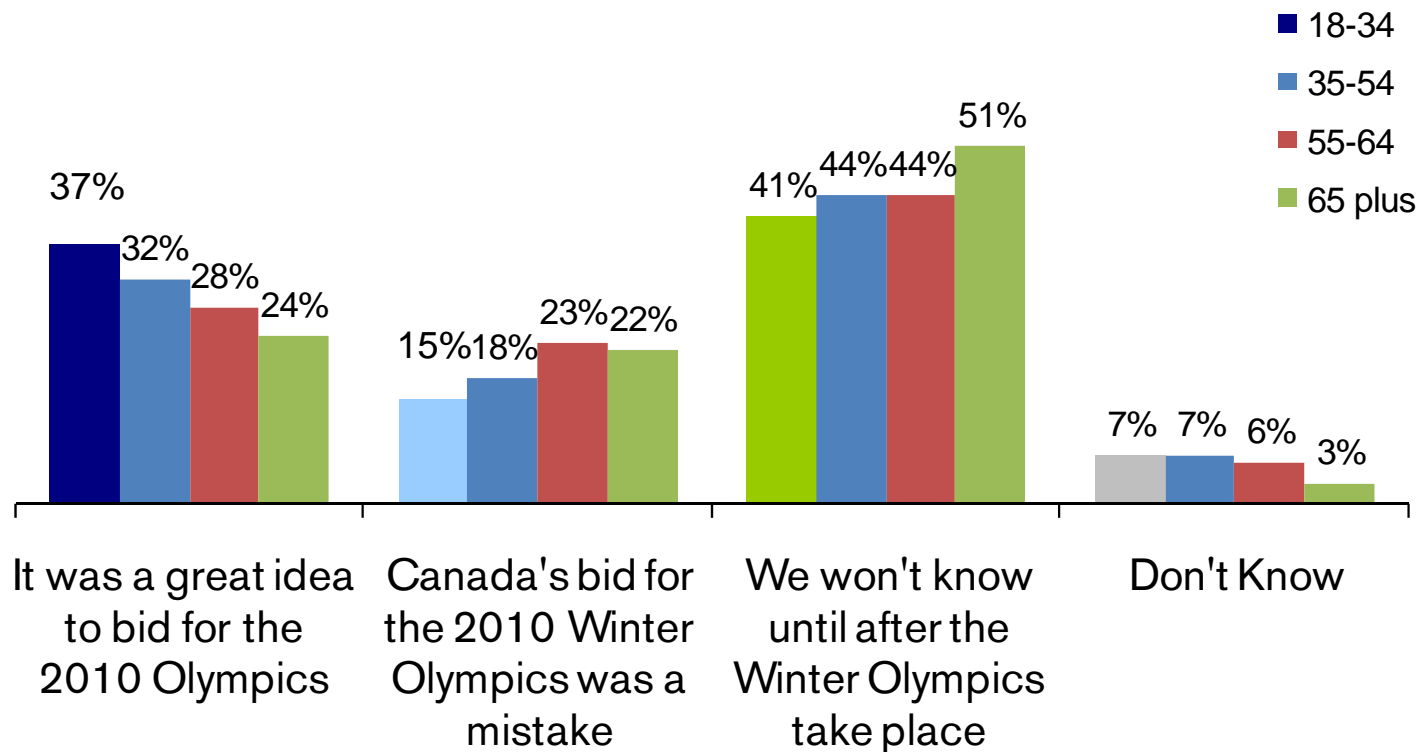
	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
It was a great idea to bid for the 2010 Olympics	20%	34%	24%	27%	38%	43%
Canada's bid for the 2010 Olympics was a mistake	42%	22%	23%	16%	13%	10%
We won't know until after the Winter Olympics take place	36%	41%	45%	50%	41%	42%
Don't Know	2%	3%	9%	6%	8%	5%



n= 2,549

Young people most excited about the 2010 Olympics

Q Based on what you have read, seen, and heard about the benefits and costs of the Olympics, which of the following statements best reflects your view as of today:



n= 2,549